

OS/2 Warp Server



MARKETING COLLATERAL

Marketing Tools Information available to IBM Marketing Representatives

• *Channel Partners should contact their IBM Software Representative to obtain copies.*

• *You can gain access from any IBM signon by typing—*

- EXEC TOOL SENDTO NODE USERID MKTTOOLS LIST — this will send a list of files to you at the node and ID you put in the command
- EXEC TOOLS SENDTO NODE USERID MKTTOOLS GET &1 PACKAGE — where &1 is the package you want.

• *Here is a selection of material on MKTTOOLS, please check for new information as material is added regularly:*

G2214472 PACKAGE
G2214473 PACKAGE
WSRGUIDE PACKAGE

WSERVWP PACKAGE

OS/2 Warp Server Brochure
OS/2 Warp Server Advanced Brochure
OS/2 Warp Server Reviewer's Guide

OS/2 Warp Server White Papers:
The following are included in the package.

White paper list:

WPWS TERS3820
WPTUN TERS3820
WPDSS TERS3820
WPDYNAM TERS3820
WPLAUNCH TERS3820
WPWEB TERS3820
WPNOTES SAMBIN
WPPRICE SAMBIN

OS/2 Warp Server Overview
OS/2 Warp Server Tuning Assistant & Perf. Update
Directory and Security Server
Dynamic IP Feature of OS/2 Warp Server
OS/2 Warp Server Application Installer
Internet Server and OS/2 Warp Server
OS/2 Warp Server as Part of Notes Strategy
OS/2 Warp Server Pricing

FREQUENTLY ASKED MARKETING QUESTIONS

Marketing Issues

Q1: Who is the Warp Server target audience?

A1: We believe Warp Server has broad market appeal. The combination of the powerful foundation of OS/2 Warp with several sophisticated, yet easy-to-use networking components should offer customers a complete business solution across diverse market segments. These segments include small and medium-sized businesses, departmental corporate workgroups, large businesses, and institutions. The reseller is also a primary customer for Warp Server. Another target is our LAN Server customers which represent XX% file and print marketshare.

Q2: How will Warp Server be sold?

A2: This new product will be sold through IBM direct and indirect channels. We have worked closely with business partners, distributors, resellers, and software providers to ensure that not only is the product top notch from a technical perspective, but that, almost as importantly, it is ready for the channels.

Q3: Are NetWare users a primary target for Warp Server?

A3: We will be very aggressive in marketing Warp Server against both Novell and Microsoft. We have several education and channel programs in place that will target NetWare CNEs. We believe Warp Server offers the industry's most complete server operating system solution and represents an incredible value to customers. Therefore, we plan to sell this product to multiple market segments through multiple channels.

Q4: What has been the reaction of beta testers?

A4: OS/2 Warp Server received widespread praise during its beta program that included more than 40,000 beta testers worldwide.

Channel

Q5: What market opportunity does OS/2 Warp Server present to the channel?

A5: OS/2 Warp Server appeals to a broad range of users in a rapidly growing market that IDC has estimated could equal \$2.7 billion by 1999. In addition, Warp Server supports more clients than any other server on the market making it a universal product that can be easily integrated into almost any computing environment. As more resellers are reevaluating their network operating systems, Warp Server offers them the most complete business solution.

Q6: How important is the channel for the distribution and success of OS/2 Warp Server?

A6: IBM is committed to its channel partners as a primary means of delivering the OS/2 Warp Server solution to our customers. IBM is increasing spending on channel programs by as much as 50% over the previous year with a total investment of more than \$100 million this year. Channel education programs will increase from \$15 million to \$25 million in 1996. As a result, BESTeam members have access to education, training, and marketing tools to effectively sell and support Warp Server to increase resellers revenue.

Q7: Why will Novell CNEs or NT resellers want to sell Warp Server?

A7: OS/2 Warp Server provides Novell CNEs and CNAs with an application server solution they can sell. It is also a great alternative for NT resellers wanting to offer full-service solutions supporting groupware, database, messaging, communications, and systems management servers.

Q8: What has been the reaction to the product by BESTeam members receiving beta versions of Warp Server?

A8: We have had tremendously positive response from resellers regarding OS/2 Warp Server's capabilities and features. The bottom line is, resellers are excited about the significant business opportunities this product presents. Not only has the product proven in these beta tests that it is "virtually crash-proof," but its interoperability and integrated features reveal increased sales and service opportunities for resellers. Beta availability and early technical training are just two examples of the benefits IBM channel partners are receiving as a result of being part of the BESTeam program.

Q9: Is IBM working with the channel on special pricing?

A9: IBM has made Warp Server easy to sell by eliminating the need for resellers to price auxiliary components separately. Also, IBM has developed a pricing schedule that will allow resellers to sell upgrades in single-user increments. OS/2 Warp Server retails for \$629 and Warp Server Advanced for \$1,299. A competitor's upgrade will be offered at \$499 for Warp Server and \$899 for Warp Server Advanced.

Q10: What type of investment do resellers need to make in order to sell OS/2 Warp Server?

A10: The integrated features of Warp Server require fewer resources on the part of resellers to learn, sell and install the product. In addition, Warp Server's extended systems management features translate to increased service opportunities for resellers. Through the BESTeam program, IBM provides superior marketing and technical support as well as easy technical training and quick certification. For example, IBM offered beta versions of Warp Server and specialized training to all BESTeam members in order for them to become certified on the product prior to it hitting the marketplace.

Competitive Issues

Q11: NetWare has the dominant market share and Windows NT currently has the momentum in the server market. How do you plan to compete with these products?

A11: With Warp Server, we believe IBM provides unparalleled solutions for customers and resellers in the server operating system arena. Warp Server is clearly offering better network management, backup and recovery, and printer functionality than NT Server and NetWare. It's built on a powerful 32-bit multitasking, multithreading operating system and we have also made great efforts in the area of usability.

These are features that aren't technology just for technology's sake, but capabilities that will offer immediate benefits for a customer. When customers and resellers evaluate server operating systems, we believe they will see the complete solution that Warp Server provides to them.

Q12: Windows NT has gained strong market and mind share in the enterprise server market, how do you intend to reverse that trend?

A12: IBM has historically been strong in this market and continues to be a dominant force. While NT did gain marketshare in 1995, LAN Server marketshare grew and year-to-year unit growth was 26%. In addition, IBM has solid marketshare in the overall server and application server markets. Microsoft growth did not come at the expense of LAN Server rather Novell and the other players in this market.

Q13: How much pressure are you feeling from Windows NT Server?

A13: NT Server is gaining marketshare, but, as we indicated in our presentation, OS/2 maintained marketshare in the application server arena and LAN Server enjoyed steady growth in the traditional file and print market in 1995. LAN Server year-to-year growth of licenses sold was 26% and marketshare grew in the file and print market. OS/2 as an Application Server year-to-year growth of licenses sold was nearly 20% and OS/2 and LAN Server combined year-to-year growth of licenses sold was 22%. Novell, has been the one to feel the most pressure from both NT Server and OS/2 and has in fact lost some marketshare.

OS/2 Warp Server



Q14: Since Microsoft has a stranglehold on the desktop, do you believe that presents them with a clear advantage moving into the server arena?

A14: No. Customers in the server marketplace demand certain product attributes in order for acceptance. Novell has had success without any desktop client. However, customers are looking for capabilities that will have direct benefits to their organizations. The features that we incorporated into LAN Server V4.0 certainly had an impact on its spike in marketshare. We believe the features included in Warp Server will further improve IBM's market presence.

Q15: Many industry analysts are stating that NT Server is beginning to lure many longtime IBM "true blue" accounts to their platform, is this true?

A15: Given our growth in the network market over the last 18 months, it's apparent that we aren't losing too many customers. Both OS/2 and LAN Server have enjoyed consistent gains in the server marketshare. In addition, leading ISVs, such as those in the video earlier, are saying that Warp Server is the ideal platform for large enterprises or traditional "true blue" shops trying to transition from mainframe infrastructures to distributed branch automation. That's because Warp Server is simple to use right out of the box and it is reliable. At a local branch office, sophisticated network management expertise isn't required because with Warp Server, it's in there.

OS/2 Commitment

Q16: Is the introduction of OS/2 Warp Server another indication that IBM is de-emphasizing OS/2 in the desktop space?

A16: Absolutely NOT. We are clearly following our product strategy to provide a family of products from the desktop to server markets. We introduced Warp in October 1994 and followed that with Warp Connect, our network client offering. The Warp Server and DSS betas quickly followed those desktop products. 1996 will see the introduction of the next version of the OS/2 Warp desktop product, code named Merlin. As you can see, OS/2 Warp provides the foundation for a scaleable family of products from the desktop to server markets.

Q17: How does this product fit into IBM's overall client/server strategy?

A17: Warp is at the heart of our strategy for client-server. Mainframes house a lion's share of mission critical data, E-mail users and line of business applications. Warp is a platform that a customer can bet their business on or provides them access to that data, mail or line of business application.

Q18: When will "Merlin" be available?

A18: We plan to introduce Merlin in second half of this year.

Pricing, Packaging, Availability, and General Information

Q19: When will Warp Server ship / be available?

A19: Warp Server is available today.

Q20: What is the price of Warp Server?

A20: Warp Server is very competitively priced providing customers a product that offers a significant price/performance value. Suggested retail pricing for OS/2 Warp Server is \$629; for OS/2 Warp Server Advanced is \$1,299; and for OS/2 Warp Server First Step is \$829. Additional Use Based Features are \$49 each (individual client connections) which is a new client licensing model for IBM — it is a new way of pricing based on usage.

Q21: What exactly is a Use Based Feature and how does it work?

A21: The Use Based Feature being introduced with Warp Server, is an industry standard pricing model similar to Microsoft and Novell. However, there are several benefits of IBM's Use Based pricing model over the others. For example, if you are running Warp Server and have Warp Connect clients, there is no additional fee for the Warp Connect client, because it has requesters built-in. With Microsoft NT you must pay even if connecting with an NT or Win 95 client. In addition, if you have multiple Warp Servers you only pay for access to one server by the client. With MS and Novell you are charged for access to all servers by the same client. Finally, if you access Warp Server from both your office and remotely using the same user name, you only pay for one connection where the others charge for these connections separately.

Q22: What are Warp Server's key features and benefits?

A22: According to IDC, there is a market shift from file and print to a more comprehensive application server environment. Warp provides a tremendously flexible server and programming environment for delivering customer solutions to the market. We are adding features to the Warp Server to meet customer demands by market segment. Small accounts and departments in large organizations require an integrated server that is easy-to-use, stable, and flexible. Warp Server will have these features integrated into it for this market place. Network management, backup and recovery, remote access, printing enhancements, and application server enhancements. We believe Warp Server provides an unparalleled solution for customers and resellers in the server operating system arena.

Q23: How is Warp Server different from LAN Server?

A23: OS/2 Warp Server is a complete server operating system because it combines the proven, reliable, third generation 32-bit operating system OS/2 Warp with LAN Server 4.0 including an easy-to-use drag-and-drop graphical user interface.

Q24: Will LAN Server still be supported? Will it continue to be sold?

A24: Yes. LAN Server will continue to be sold and supported. Many of our large accounts are starting 1-2 year roll out plans. IBM has a history of keeping these accounts supported and satisfied. Obviously, though, Warp Server is a natural upgrade path and we will be talking to our LAN Server customers about that.

Q25: What are the system requirements for a product like this?

A25: It depends on what a customer wants to do. The system requirements will range from 12-24 megs depending on configuration.

Multiplatform Support

Q26: Will your product integrate into a NetWare environment?

A26: Yes. We have included a gateway into NetWare environments with Warp Server. This capability can easily be configured during the installation. Warp Server also offers a NetWare migration utility that will allow an administrator or reseller to easily transfer NetWare 2.x or 3.x server information to Warp Server.

Q27: Will Warp Server integrate into an NT Server environment?

A27: Yes. NT clients can access Warp Server resources. In fact, OS/2 Warp Server supports more clients than any other server including OS/2, DOS, Windows (3.x, Windows for Workgroups, Windows 95), AIX, and Macintosh with an add-on package.

Q28: Will Windows 95 clients have access to the Warp Server?

A28: Yes. Windows 95 clients will have access to a Warp Server similar to Windows for Workgroups clients today. In fact, OS/2 Warp Server supports more clients than any other server including OS/2, DOS, Windows 3.x and NT clients, Macintosh with an add-on package, and AIX.

SMP and Directory and Security Services

Q29: Will Warp Server include SMP support?

A29: SMP support is not included in our first release of Warp Server, but we are currently running 4-way SMP on Warp Server and plan to begin beta testing in the second quarter. We plan to offer our latest SMP technology as a free upgrade to Warp Server in the third quarter. We certainly understand that SMP is increasing in importance for a segment of the network market which is why we are currently developing SMP support for OS/2 Warp Server.

Q30: What has caused the delays in providing SMP capabilities into OS/2 Warp?

A30: Our first priority was to deliver the core server operating system. We believe Warp Server is the best server operating system solution in the market. Now that we have completed Warp Server, we will turn our attention to the SMP component. Keep in mind, IBM was the first company to provide an SMP product. It is a technology we have proven we can deliver and will be in beta in the second quarter. We simply want to make sure that upon introduction it is a highly reliable and stable product for our customers.

Q31: What are IBM's plans regarding directory services?

A31: As you may know, IBM's Directory and Security Services (DSS) is currently in beta testing. The combination of IBM's DSS with OS/2 Warp Server provides the only total network solution: Novell doesn't have an application server and Microsoft doesn't have a directory product.

Q32: When will IBM's Directory and Security Services be generally available?

A32: We expect DSS to be available in the first half of 1996.

Q33: Isn't Directory and Security Services one of the Eagle servers and won't it also be available for Windows NT?

A33: Yes, DSS is one of the Eagle servers. As you may know, OS/2 Warp Server is one of the premier platforms for Eagle. DSS will first be available for OS/2 Warp Server, followed by AIX and Windows NT later this year.

Pre-Loads

Q34: Will any other OEMs be pre-loading Warp Server?

A34: Yes. Compaq, Unysis and HP will all be pre-loading Warp Server.